

Suncare in Italy

Industry Report | 2025-11-20 | 41 pages | MarketLine

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Report description:

Suncare in Italy

Summary

Suncare in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The suncare market includes the retail sales of sun protection, after-sun, and self-tan products. The sun protection segment includes lotion, spray, gel, or other topical products that absorb or reflect some of the sun's ultraviolet (UV) radiation. After-sun segment covers all mass and premium moisturizing creams formulated for sunburned skin. Self-tan segment includes all mass and premium products that either enhance natural tanning (tanning aids) or allow the skin to tan without exposure to the sun. The market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The Italian suncare market recorded revenues of \$572.6 million in 2024, representing a compound annual growth rate (CAGR) of 5.0% between 2019-24.
- Market consumption volume increased with a CAGR of 2.5% between 2019-24, reaching a total of 39.2 million units in 2024.
- The Italian suncare market revenue recorded healthy growth during the review period 2019-24, driven by rising awareness of the harmful effects of UV radiation, including ageing and skin cancer, resulting in increased consumption volume of suncare products.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the suncare market in Italy

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the sun care market in Italy
- Leading company profiles reveal details of key sun care market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy sun care market with five year forecasts

Reasons to Buy

- What was the size of the Italy sun care market by value in 2024?
- What will be the size of the Italy sun care market in 2029?
- What factors are affecting the strength of competition in the Italy sun care market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's sun care market?

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- 7.2. Who are the leading players in the Italian suncare market?
- 7.3. Which companies have been most successful in increasing their market shares during 2019-24?
- 7.4. Which companies market shares have suffered over the same period (2019-24)?
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